

## PART B - FEE(S) TRANSMITTAL

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26265 7899 09/24/2009

**SONNENSCHEIN NATH & ROSENTHAL LLP**  
**P.O. BOX 061080**  
**WACKER DRIVE STATION, WILLIS TOWER**  
**CHICAGO, IL 60606-1080**

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.....  
 (Signature)  
 (Date)

APPLICATION NO.	FLING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
100001512	10/31/2001	Stanley T. Lim	40004867-0094-002	3244

TITLE OF INVENTION: ECONOMIC FILTERING SYSTEM FOR DELIVERY OF PERMISSION BASED, TARGETED, INCENTIVIZED ADVERTISING

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(\$ DUE	DATE DUE
nonprovisional	NO	\$1510	\$0	\$0	\$1510	12/24/2009

EXAMINER	ART UNIT	CLASS-SUBCLASS
JANVIER, JEAN D	3688	705-014000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).	2. For printing on the patent front page, list (1) the names of up to 3 registered patent attorneys or agents OR, alternatively, (2) the name of a single firm having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.
<input checked="" type="checkbox"/> Change of correspondence address (or Change of Correspondence Address form PTO/SB/122 attached).	<input checked="" type="checkbox"/> SONNENSCHEIN NATH &
<input type="checkbox"/> "Fee Address" indication for "Fee Address." Use of a Customer Number is required.	<input checked="" type="checkbox"/> 2. ROSENTHAL LLP

### 3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

SMARTPENNY.COM, INC.

(B) RESIDENCE: (CITY AND STATE OR COUNTRY)

SAN JOSE, CALIFORNIA

Please check the appropriate assignee category or categories (will not be printed on the patent):  Individual  Corporation or other private group entity  Government

### 4a. The following fee(s) are submitted:

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)

- Issue Fee
- Publication Fee (No small entity discount permitted)
- Advance Order - # of Copies .....

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The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number 19-3140. (enclose an extra copy of this form).

### 5. Change in Entity Status (from status indicated above)

a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.

b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(b)(2).

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Authorized Signature: /Tarek N. Fahmi/

Date: December 22, 2009

Typed or printed name: Tarek N. Fahmi

Registration No. 41,402

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